

U.S. Appl. No. 09/878,581
Reply to Final Office Action dated June 29, 2006

Expedited Examination Response Under 37 C.F.R. §1.116
PATENT
450100-03278

IN THE SPECIFICATION

RECEIVED
CENTRAL FAX CENTER

AUG 17 2006

Please amend the Title as follows:

--IMAGE CONTENT AND ADVERTISEMENT DATA PROVIDING
METHOD, ~~IMAGE CONTENT PROVIDING SYSTEM, IMAGE CONTENT~~
~~PROVIDING AND APPARATUS, PROGRAM STORAGE MEDIUM STORED~~
~~WITH PROGRAM PROVIDING IMAGE CONTENT, ADVERTISEMENT~~
~~IMAGE PROVIDING APPARATUS, PROGRAM STORAGE MEDIUM~~
~~STORED WITH PROGRAM PROVIDING ADVERTISEMENT IMAGE,~~
~~IMAGE CONTENT REPRODUCING APPARATUS, PROGRAM STORAGE~~
~~MEDIUM STORED WITH PROGRAM REPRODUCING IMAGE CONTENT,~~
~~ADVERTISEMENT CHARGE TOTALIZING SYSTEM, ADVERTISEMENT~~
~~CHARGE TOTALIZING METHOD AND PROGRAM STORAGE MEDIUM~~
~~STORED WITH PROGRAM TOTALIZING ADVERTISEMENT CHARGE--~~